Province Announces Support For Music Strategy

Tourism, Culture and Heritage

News Releases

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The government of Nova Scotia is investing three million dollars in the province's music industry so it can provide more business opportunities across the province.

"This is about creating opportunities here at home by grounding the industry in this province and attracting people from elsewhere, as we build our reputation as Canada's music capital," said Rodney MacDonald, Minister of Tourism, Culture and Heritage. "This is an investment in people and in the natural talent that we have throughout this province."

The government's investment will support Nova Scotia's first long-term music strategy, developed by the Music Industry Association of Nova Scotia (MIANS). The strategy's goal is to make sure resources are in place in Nova Scotia to develop, promote and export our talent, rather than having people go elsewhere to further their careers.

The government has publicly committed its support of the music sector strategy with annual funding of $750,000 for 2004 to 2008.

MIANS will work on behalf of the Department of Tourism, Culture and Heritage to administer an Export Development Program for Music. The program will focus on marketing and export support for artists, CDs and businesses and on touring assistance for artists and production equipment.

Tourism, Culture and Heritage will administer an Emerging Music Business Program. This program will focus on skills development and increasing the music business, by making seed capital available for business planning and mentor programs.

Both programs will require a cost-shared investment component from applicants and require that clear accountability guidelines and success measures to be developed in advance. Applications and program details will be available next spring.

"This agreement is proof that government listens when approached with legitimate needs and possible solutions," said Waye Mason, president of MIANS. "We look forward to working in partnership to further develop our strategy and to represent the interests of our members."

"The music industry strategy is a perfect example of the kinds of productive partnerships which can and should be created between the various sectors and government," said Timothy Gillespie,

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chair of the Nova Scotia Arts and Culture Partnership Council. "These relationships can foster co-operation, leverage funding and provide models for other partnerships and collaborations."

To build momentum for the strategy, Tourism, Culture and Heritage is also launching Bringin' it Home! Nova Scotia Music - on Tour. This music event will feature both known and emerging talent in urban and rural venues. It will begin late in February and run until the end of March. The department will invest $150,000 in existing resources for this event.

"This is an immediate and direct response to the music strategy as it will provide an opportunity for musicians to gain much needed exposure," said Mr. MacDonald. "It will also generate retail and tourism activity during the winter season."

A recent industry study estimates Nova Scotia's music industry is currently worth about $100 million to the provincial economy and generates more than 2,500 full and part-time jobs.

FOR BROADCAST USE:

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The strategy's goal is to make sure resources are in place in Nova Scotia to develop, promote and export Nova Scotia's abundant musical talent, rather than having people go elsewhere to further their careers.

Minister of Tourism, Culture and Heritage, Rodney MacDonald says the investment is in people and in the natural talent we have throughout this province.

The department and the music industry association will develop programs that will help emerging and established artists and provide expanded resources in such areas as production, publishing, promotion, distribution.

To build momentum for the strategy, Tourism, Culture and Heritage will invest 150-thousand dollars, from existing resources, to launch "Bringin' it Home! Nova Scotia Music - on Tour." Beginning in late February and running until the end of March, the music event will feature both known and emerging talent in urban and rural locations.

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